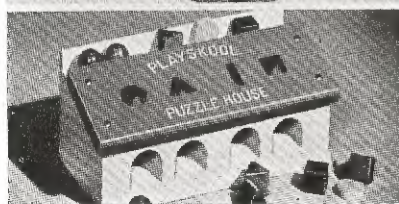
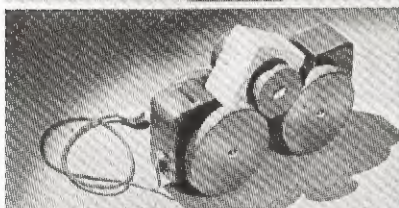
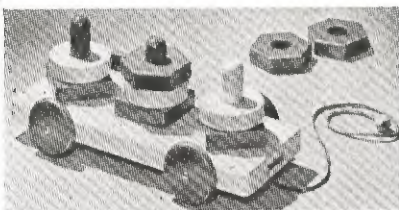


On this page are some of the simple toys for the wee fellows.

that helps bring out the child's inherent intelligence. Probably the best way to understand the educational toy and how it functions is to run through a Playskool catalogue.



The toys are divided according to the ages of the children. "There's danger of giving a child a toy too old or too young for him," warns Ira B. Joseph, Secretary of Playskool Institute. "A toy too old for the youngster gives him a sense of frustration. He feels self-conscious when playing with a toy too young for him. Sometimes you can tell as much about a child from what he doesn't play with, as from what he does enjoy."

For the still-crawling infant, Playskool recommends a set of three polished wooden blocks, each a different color, each giving out a different tone when it's shaken. Red's loudest; blue's softer; yellow's softest. They reason that it helps develop a sense of color, of tone recognition, of touch, of muscular coordination and control.

In the same age group of toys (grouped at 6 to 18 months to allow for varying aptitudes in children) is a little wooden doll on a round-bottomed base. Head and body of this come apart for the child to re-assemble. Next a simple circular base with three holes in it and primary colors painted around the holes, three pegs of the primary colors to fit into the holes and three spherical caps to top the pegs. And blocks, too, come in this age group—in small quantities though.

From the age of 1 year to 2½, the child uses larger quantities and more intricate Playskool blocks, trains and wagons that may be pulled along or

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